

**State of Wisconsin/Department of Transportation  
RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: December 31, 2003**

**Project ID:** 0092-04-01

**Project Title:** Development of a Mechanism to Measure Customer Satisfaction with Products and Services of the Department - Phase II: Initial Implementation (**CSRP II**)

**Approved Starting Date (Contract Date):** Oct 1, 2003

**Estimated Completion Date:** Sept 30, 2004

**Primary Investigator:** Bill Mickelson, Chamberlain Research Consultants (CRC)

**WisDOT Technical Contact:** John Nordbo, Office of Organizational Development Services (OODS)

**Administrative Contact:** Nina McLawhorn

**Description:** This project comprises some revision to the existing survey questionnaire, testing of the revisions, and the initial implementation of the survey, including analysis, reporting, and presentation of the results. (These revisions include the development of one new section and the review of an existing section.) The data will be collected early in 2004 and reported in April 2005. Data collection will constitute a large portion of the cost & time required for this project.

**Project Cost:** \$110,000

**Expenditures for current quarter:** \$0

**Total Expenditures to date:** \$0

**Percent Complete:** 10%

**Progress This Quarter:** (Includes project committee meetings, work plan status, contract status, significant progress, etc.)

STAGE ONE:

Held kick-off meeting with TOC and vendor. Discussed TOC members' questions about the project.

Clarified work plan and project schedule.

Reviewed requirements for new section of questionnaire and discussed potential questions to be added. Agreed to hold a meeting between vendor and BHO managers to better understand information needs.

After some discussion, decided to add an educational component to the project. This will occur after the final report has been presented and will serve as an impetus to generate buy-in and proper interpretation of the survey results to make sure that the information is used as effectively as possible for future decision making.

**Work Next Quarter:** (Includes project committee meetings, work plan status, contract status, significant progress, etc.)

STAGE ONE:

Hold meeting between BHO Managers and vendor to clarify business needs for customer information related to Highway Operations.

Draft questions for new section and review with TOC.

Test finalized version of new section with customers.

STAGE TWO:

Administer full survey.

Compile initial results and review with TOC; determine if initial analyses are adequate and recommend any further analyses on the data.

**Circumstances Affecting Progress/Budget:**

None so far. None anticipated at this time.

**Gantt Chart attached:** Yes ☒ No



CRC\_Work  
Plan\_Satisfaction Sur...